

# CFAS1.2

## Analyse competitor information



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### Overview

This unit is all about how you obtain and analyse information to understand the impact of competitors on your own organisation's sales activities.

You need to be aware of different methods of collecting competitor information, different sources of competitor information and how to use the information effectively to strengthen your own organisation's sales proposition.

This unit is suitable for face-to-face selling, telesales and online selling

This unit applies to Sales Team Leaders and Sales Managers

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### Performance criteria

- You must be able to:*
- P1 identify how and where to source information about your competitors and how to validate it
  - P2 define the aims and objectives of collecting information about competitors
  - P3 identify what information should be collected about competitors
  - P4 establish how information collected about competitors should be used and how it might impact on sales strategies, plans and activities
  - P5 use a system for recording information about competitors
  - P6 provide all appropriate stakeholders with relevant information about competitors
  - P7 identify ways of informing appropriate stakeholders about key competitor information as it becomes available
  - P8 analyse information about competitors using recognised business models
  - P9 assess the impact of competitor activity on your own sales activities and evaluate how it affects sales strategies, plans and activities
  - P10 propose sales activities that respond effectively to your competitors' moves

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### Knowledge and understanding

*You need to know and understand:*

- K1 what is a competitor and what impact they have on the sales team and sales activities
- K2 different sources and methods of collecting competitor information
- K3 types of competitor comparisons that can be made and the financial, technical, managerial and sales benefits of each
- K4 the strengths and weaknesses of competitors and their activities compared with your own organisation
- K5 how to undertake comparative assessments between your own sales organisation and your competitors' sales organisations
- K6 how your competitors respond to market changes and competitive challenges
- K7 how to use competitive information and the importance of sharing it effectively
- K8 why it is important to communicate competitor intelligence effectively to stakeholders

### **Industry/Sector specific knowledge and understanding**

- K9 legislation and regulation relating to competition
- K10 ethical issues relating to competitor comparisons and how competitor information can be used for your own organisation's benefit

### **Context specific knowledge and understanding**

- K11 who are your own organisation's competitors and what impact they have on your organisation
- K12 the value of competitive information to the organisation and how it supports current and future sales activities
- K13 how competitive information can be used to inform decisions relating to sales strategy, policy and activities
- K14 the criteria for comparing your own sales organisation with that of your competitors
- K15 how to assess competitor impact on your own organisation
- K16 how best to store competitor information effectively to ensure easy access by all appropriate sales team members

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#### Additional Information

##### Behaviours

1. you collect competitor information that is appropriate to your role and to the sales needs of your organisation
2. you show a realistic awareness of existing and future competitor trends
3. you demonstrate a full awareness of competitor activities
4. you are proactive in undertaking continuous competitor monitoring
5. you balance the risks and benefits of following competitor activities
6. you communicate effectively all relevant competitive information to members of the sales team

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**Relevant occupations**  
1132 Marketing and sales managers  
3542 Sales representatives  
7113 Telephone salespersons  
7129 Sales related occupations nec

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**Suite** Sales 2010

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